

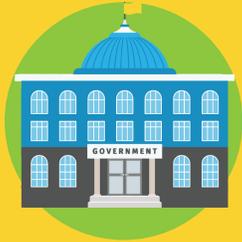


# SMART, FAST, EFFICIENT

## HOW TO BUILD ELECTRIC VEHICLE INFRASTRUCTURE USING BLASTPOINT'S BEHAVIOR-DRIVEN SOFTWARE

### Overview

BlastPoint's data-rich, cost-saving, behavioral analytics platform is helping a large North American energy company become a leader in developing commercial electric vehicle infrastructure.



## Company Profile



Has a territory of 250K square miles in North America



Has a very small sales team of ~6 people managing both residential and commercial accounts



Has had difficulty in preparing for expected boom in EV industry



Has a limited budget



Has very little internal data



Has regulatory constraints



## Goal

Get ahead of the EV adoption curve in the region by targeting commercial customers most likely to become partners in infrastructure expansion.

## The Challenge

## Adoption Curve Roadblocks for Commercial Fleets and Chargers

Fewer than 150 charging stations currently exist in the energy company's territory, and they have identified **three main roadblocks** to infrastructure growth:

**1** Identifying where to place chargers for public use so they will **meet current needs, be accessible** for new adopters, & **generate revenue** for partners.

**2** Finding commercial business partners who are **willing, able and ready** to install EV charging technology on their properties.

**3** Identifying commercial business partners who are **most likely** to convert their fleets to electric.

## The Solution

## Analytics with an End-User Focus to Unmask Potential Customers and Partners

BlastPoint's patented platform enables the company to:



Amalgamate existing datasets to **illustrate the EV adoption curve** for their unique region



Reveal what types of EV plugs **already exist** within their territory and pinpoint where exactly they are located



Find areas outside of their territory where fleet electrification and plug installation have **already proven successful**, including specific businesses and industries that have electrified their fleets or installed plugs on their properties



BlastPoint's insights then **calibrate** all of those results and **adapt** them to the energy company's unique region, taking into consideration the area's regulatory environment as well as other economic, behavioral and demographic factors.

## Beyond Demographics: BlastPoint Data Enhancement Techniques

BlastPoint's team has developed multiple use-case persona types that the energy company's sales team is preparing to apply for precision-targeted marketing, customer engagement, and robust sales.

To build **behavior-driven personas**, BlastPoint's team looked deeper into the underlying factors that support—or thwart—EV adoption, such as:

- ✓ Population density
- ✓ Employment status
- ✓ Types of Industries in the area
- ✓ Education

### The Results:

A readout of the energy company's most likely, most logical, potential EV infrastructure partner personas.

BlastPoint's development team integrated **secondary characteristics** that emerged within the energy company's territory, comparing different regions to reveal **what's really happening on the ground there**, neighborhood by neighborhood.

**With these insights and more, BlastPoint's energy client clearly knows:**

What kinds of commercial customers are most likely to convert their fleets to electric

What kinds of businesses are most likely to install an EV plug on their property and see great results

Where their commercial customers fall on the EV adoption curve



### Persona 1: The Employee Attractor

A large company in a high-tech sector that employs more than 100 people. Looks for innovative ways to attract and retain top-notch talent. Already considering EV infrastructure initiatives.



### Persona 2: The Overnighter

Offers upscale, overnight accommodations. Boutique services available onsite. May be in remote location ideal for a relaxing getaway.

## Implementation

# Targeted, Informed Strategy for Building EV Infrastructure Partnerships

BlastPoint's solutions for our partner include:



### Smart, Fast Use of Personnel Resources

Build critical partnerships with pre-identified commercial customers that are ripe for EV adoption so that they can **lead the region** in infrastructure development. They can achieve this **swiftly**, without going door to door across their vast territory



### Understanding the Adoption Curve

See boosts in both **efficiency and precision** in their engagement campaigns based on BlastPoint's personas. Sales, Marketing and Customer Service teams will know exactly **who to target and who not to bother**, and they'll know exactly what to say in order to incentivize unique customers in different regions to partner with them



### Efficient, Precise Messaging

Understand where geographic differences exist on the EV adoption curve and why those differences arise. This empowers the company to **anticipate future changes and respond swiftly** as their customers shift along that curve



**BlastPoint can be implemented in only 1-3 months!**

The energy company has now implemented BlastPoint's swift-moving, cost-effective, interactive software solution, complete with predictive, behavior-driven, user personas to address each of their challenges.

To learn more about how BlastPoint's EV Infrastructure Solutions can help your company, visit [blastpoint.io](https://blastpoint.io) or email us at [sales@blastpoint.io](mailto:sales@blastpoint.io)

